



Shopper 8.0 Adds Features for Frugal Shoppers and Continued Support from Major Brands

The Purchase Decision Network's (PDN's) Shopper App now includes a host of features designed to save Shoppers money every time they shop and to tell them where the best deals are around them, including a selection of Daily Deals and a Flyer Browser that shows the weekly ads from over 100 Retailers. In addition, PDN's brand partners have all renewed their support with annual commitments to put the growing network on solid footing.

“*people are looking to stretch their shopping dollar as far as possible and they love to share a deal*”

New York, New York ([PRWEB](#)) May 13, 2010 -- Shopper, a top selling iPhone Shopping Assistant has added a Store Finder that uses GPS to locate nearby stores and connect shoppers via click to call to quickly check item availability. Shoppers can browse the store's weekly ad directly on the phone and store the savings they find on their shopping lists.

The Shopper team also locates particularly great retailer specials and lists these under the new Daily Deals tab, localized to the Shopper. All lists and specials can be synced with other shoppers or shared with friends via email or Facebook.

“We know people are looking to stretch their shopping dollar as far as possible and they love to share a deal. We wanted to bring that capability to the top and make it effortless to use.”, said Antony Galdi, Director Product Management for PDN. He added, “Since we first tested this version the response particularly among casual shoppers has been overwhelmingly positive, which is both gratifying and obviously great for growing our user base and usage.”

The Purchase Decision Network continues to impress brand managers and agencies with superior engagement and action metrics, as well as its deep reach into the shopping decision process and across a younger mobile demographic. As a result top brands have continued their support with multiple follow-on campaign commitments.

Consumers can visit www.MyShopperApp.com for more information, and to download the application.

About The Purchase Decision Network

The Purchase Decision Network is a New York-based company with off-shore R&D facilities. PDN is building the premier Shopper Marketing platform to help consumers decide where to shop and what to buy. PDN's iPhone and BlackBerry application, Shopper, has consistently been a top seller in the App Stores, where it continues to delight consumers with a simple and intuitive interface. Shopper saves busy households time and money, while also opening up an entirely new targeted in-store communication platform for brands and retailers to connect with the consumers they serve.



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CONTACT INFORMATION

Adam Smith

[The Purchase Decision Network](#)

(617) 543-0703

[Email us Here](#)

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